

New London Campaign Launched Ahead of Sottini Showcase at 100% Design Event

Thursday 10 September, 2015

Out of Home International is working with famous bathroom brand Sottini, promoting the company's upcoming showcase at the 100% Design event in London. The [specialist outdoor advertising division of Media Agency Group](#) has ensured high exposure of the Sottini brand across the capital, with a range of out of home formats on show across several busy stations in the city.

The stylish and simplistic advertisements highlight Sottini's 'excellence in function and elegance in form,' and invite London residents to discover more about the brand at stand K260 at Olympia London on 23-26 September. By advertising at the heart of the capital in strategic locations such as Kensington (Olympia) station, Sottini's ads will reach a wide and diverse audience of Londoners, raising interest in the brand and encouraging the public to visit the upcoming 100% Design event.

Sottini is a company within Europe's leading contemporary bathroom brand **Ideal Standard**, and caters for the specialist bathroom market. The Sottini range embodies all the best features of design, quality and engineering, to bring Sottini customers products that will last and add value to their home. Sottini products are only available through an exclusive network of showrooms throughout the UK.

Managing Director of Out of Home International's parent company [Media Agency Group](#), John Kehoe, said:

"Out of Home International is proud to have been a part of this latest campaign from Sottini by promoting its upcoming showcase at London's 100% Design event. Advertising in busy stations is a brilliant way for the brand to reach a new and diverse audience, and the stunning artwork will no doubt make a big impression on residents of the city."

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